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## Israel

## Kosher Foods

## Israeli Kosher Food Market

## 2007

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**Report Highlights:** Israel is the largest market for kosher food in the world. Except for meat and poultry and their products, Israeli law does not require imports to be kosher. However, the major supermarket chains, most independent retailers and almost all institutional purchasers demand kosher certification for all products they buy.

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## Executive Summary

The State of Israel is the largest market for kosher food in the world. Over 60 percent of the Jewish population of over 5.7 million people maintains some degree of kosher observance in their home. Almost all institutional kitchens, from schools to the army to senior citizen housing, are kosher. Moreover, the major supermarket chains and many independent caterers and retailers are required to stock only kosher products. In addition, Israel's Muslim residents (more than 1.0 million people) provide a market as kosher food meets Muslim halal dietary requirements.

Israel's overall food, feed, beverage and tobacco market was estimated at over \$13.4 billion in 2006, 4.5 percent higher than in previous year. Imports are increasing and constitute almost 27 percent of this market. In 2006, imports of food and agricultural products totaled \$2.79 billion, while in 2007 imports are forecast to grow to \$2.93 billion. Imports from the United States in 2006 totaled \$376 million, and forecast to grow to \$415 million in 2007, representing 14.1 percent of total imports of all food, feed, beverages and tobacco (13.4 the previous year).

Each of the 1.99 million households in Israel spends an average \$5,006 annually on food products – a \$10.0 billion retail market. An additional amount, estimated at \$3.4 billion per year, is spent on institutional consumption, including hospitals, schools, homes for the elderly, the police and the army. The largest categories for imported products are feed grains, oilseeds and miscellaneous edible preparations of Harmonized System Chapter 21.

Except for meat and poultry and their products, Israeli law does not require imports to be kosher. In the cities and some suburban areas, there is been a growing number of specialty stores, including delicatessens, liquor stores, and shops specializing in fancy baked goods, chocolates and sweets. Some of the delicatessen stores make an effort to stock a wide variety of imported products, including sauces, preserves, caviar and fish specialties, baked goods and snacks. Some of these stores serve specific clientele who have emigrated to Israel from other countries.

For supermarket sales and all retail marketing, the American producer must be aware of the strong competition in the market from domestic, European and other international suppliers. A wide variety of food products from around the world is available on Israeli supermarket shelves, and new products must fight for consumer acceptance to win shelf space and sales.

The food import business is a dynamic sector in Israel, with over 300 food importers. Many Israeli importers believe that there is room for more American products in the Israeli market. They note that while European products have a longer history in the Israeli market, some U.S. companies have done well in recent years. Many of the leading U.S. brand names that aggressively seek worldwide markets are already represented in Israel by an exclusive importer. In addition to Kosher certification, the Israeli food market often demands more special treatment than other markets, such as Hebrew (and often additional language – Arabic, Russian) labeling and strict health requirements.

## Section I. The Market

### The World's Largest Kosher Market

The State of Israel constitutes the largest market for kosher food in the world. Over 60 percent of the Jewish population of over 5.7 million people maintains some degree of kosher observance in their home. Almost all institutional kitchens, from schools to the army to senior citizen housing, are kosher. Moreover, the major supermarket chains and many independent caterers and retailers are required to stock only kosher products. In addition, Israel's Muslim residents (more than 1.0 million people) consume kosher food as that meets the Muslim halal dietary requirements. Thus, an analysis of the market for kosher food in Israel is de facto a review of the overall Israeli market for food. Although some non-kosher products are produced in Israel and some are imported, their marketing channels are still limited: its volume is estimated to be less than 8 percent of the total market.

### Consumption and Supply

In 2006, Israel's overall food, feed, beverage and tobacco market was estimated at over \$13.4 billion, 4.5 percent higher than in the previous year. The share of imports in the overall market is growing. Imports of food and agricultural products in 2007 are forecast to total \$2.93 billion. Imports from the United States in 2006 totaled \$375.6 million, and expected to reach about \$415.0 million in 2007. The European Union and Canada are the other major suppliers. Suppliers from Eastern Europe, Turkey and the Far East have also succeeded in carving out an increasing market share.

**Table 1. Total Food Imports and U.S. Share 2004-2007 (Estimated) - \$ million**

	<b>Average 96 – 98</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007 (Est.)</b>
<b>Total food, beverages, feedstuffs &amp; tobacco</b>	2,068.1	2,488.1	2,504.2	2,793.6	2,933.0
<b>From U.S.</b>	594.2	601.5	381.9	375.6	415.0
<b>Percent from U.S.</b>	28.7	24.1	15.2	13.4	14.1

Source: CBS, foreign Trade Statistics, Annuals, 2006. Estimation for 2007 – based on trade statistics 1 – 7/2007.  
Note: CBS figures relate to CIF value of the imported goods.

**Table 2. Top Imports by Value from the United States in 2004 and 2006**

<b>Product Category</b>	<b>U.S. Origin - \$million</b>		<b>U.S. as % of Category</b>	
	<b>2004</b>	<b>2006</b>	<b>2004</b>	<b>2006</b>
Cereals	189.2	92.7	33.4	18.0
Oilseeds	58.9	51.1	20.9	21.5
Tobacco	97.2	19.9	79.2	16.0
Misc. edible preparations	84.3	46.4	18.7	20.7
Fresh/dried fruits & nuts	42.4	65.1	45.7	55.4

Source: CBS, Foreign Trade Statistics, Annuals, 2006

Figures for all food import groups appear at the end of this report as Appendix A.

## Trade Policy Issues

Israel has Free Trade Area Agreements (FTA) with the United States and with the European Union. The Agreement on Trade in Agriculture Products (ATAP) is an annex to the U.S.–Israel FTA. For more details on ATAP please see page 7 in GAIN Report No. IS7022. Details of the products and individual lists can be obtained from the Foreign Agricultural Service's Office of Agricultural Affairs, U.S. Embassy, Tel Aviv. Fax: 972-3-510-2565 or email: AgTelAviv@usda.gov.

## Section II. Kosher Distinctions

### Israeli Law and Practice

Except for meat and poultry and their products, Israeli law does not require imports to be kosher. However, the major supermarket chains, most independent retailers and almost all institutional purchasers demand kosher certification for all products they buy. Thus, the market for products without kosher certification is still relatively limited but its share is growing as a result of life style change and bigger offer of quality non-kosher products. It should be noted that the majority of the Moslem population also consume Kosher meat as it meets their need for Halal meat.

### The Chief Rabbinate

Under Israeli law, the sole authority for determining whether food can be labeled and sold as kosher is the Council of the Chief Rabbinate of Israel. Even if a product has been certified kosher by a rabbinical authority overseas, the manufacturer or the importer must obtain the agreement of Israel's Chief Rabbinate to be able to call it kosher in the Israeli market. For U.S. producers, this means that kosher in America is not always identical to kosher in Israel. The problem is mainly represented in beef meat; the Chief Rabbinate of the State of Israel does not accept American kosher slaughter practices.

Jewish religious tradition has long allowed local autonomy in determining religious practice. As a result, rabbis in Jewish communities throughout the world (and even within Israel) have established and accepted sometimes differing rules for kosher certification. In an attempt to standardize the meaning of kosher within the State of Israel, the Chief Rabbinate requires that imported products meet the same kosher standards that Israeli producers meet in order to be labeled "kosher with the agreement of the Chief Rabbinate". The largest U.S. kosher supervisory organizations, such as OU, OK Labs, Kof-K, Star-K and many others are aware of the specific Israeli requirements and are accustomed to cooperating with the Israeli Rabbinate. Several other organizations, including many local rabbinical organizations, are also able to provide on-site supervision acceptable to Israel's Chief Rabbinate if arrangements are made in advance.

The Israeli Chief Rabbinate states that it is prepared to cooperate with a wide variety of Orthodox kosher supervisory organizations throughout the United States to coordinate the recognition of kosher certification in Israel. While there are many individual rabbis in the United States whose supervision may be acceptable to the Chief Rabbinate, there is a preference to work with organizations that can ensure continuity of contacts.

Israeli importers generally specify what type of kosher authorization is required, and plays a large role in coordinating the contacts between the U.S. producer, the U.S. supervisor and the Israeli Chief Rabbinate. Frequently, the Chief Rabbinate will not certify products as kosher for importers who also import non-kosher products. Kosher issues should be discussed and agreed upon with the importer before finalizing the sales agreement.

Manufacturers should be aware that products produced without advanced, agreed upon specific supervision for sale to Israel will not be authorized as kosher after the fact.

## **Special Products**

### **Wine**

Because of the ritual significance of wine, and the special kosher conditions for its production, export of kosher wine to Israel requires particular commitment and effort on the part of American wineries. Among other conditions for wine to be considered kosher in Israel, it must be handled only by observant Jews throughout the production and aging process. It must be branded, marked and labeled to be clearly differentiated from non-kosher wine. It must be imported by importers who can prove separate handling and storage for kosher wine. All additives must be certified as kosher.

### **Meat and Poultry**

Since 1994, meat importers may only import meat and poultry that meet the kosher requirements of the Chief Rabbinate of Israel. In practice, this has meant that all imported beef and lamb (over \$200 million in 2006) is inspected and slaughtered abroad by ritual slaughterers sent especially by the Chief Rabbinate of Israel.

Regarding all other products, the Chief Rabbinate's import division can be contacted at the following address:

Rabbi Yitzhak Cohen Arazi  
Director, Import Division  
The Chief Rabbinate of Israel  
30 Yermiyahu Street  
P.O. B. 36016  
Jerusalem, Israel  
Tel: 972-2-531 3137  
Fax: 972-2-537 7875

### **Special Ultra-Orthodox Kosher Certification**

While Israel law authorizes the Chief Rabbinate to determine what is kosher in Israel, the Chief Rabbinate's word is respected, but not sufficient for a growing number of orthodox and ultra-orthodox consumers. In particular, some are reluctant to accept the "regular" local rabbinate supervision of Israeli manufacturers and eating establishments, and see positive religious value in seeking out more exacting kosher supervision, known as Kosher l'mehadrin. The variety of these special ultra-kosher certifications is as diverse as the large number of religious sects that compose the ultra-orthodox community. For the most part, these voluntary Israeli certifications from Israeli rabbis are available only to Israeli manufacturers. With some exceptions, such as products which are not available at all in Israel and for which the ultra-orthodox community has a special need, most Israeli ultra-orthodox authorities are not eager to certify products produced abroad. However, parallels to these ultra-orthodox kosher supervisions do exist in the United States (and Europe) as well, where certain communities seek the certification of specific rabbis for their kosher concerns. And some of these foreign ultra-orthodox kosher certifications are known and highly respected by the ultra-orthodox in Israel.

Therefore, for certain products for which the importer believes there is an especially strong market among the ultra-orthodox, the importer may direct the manufacturer to seek the

kosher certificate of a particular rabbi or organization in the United States. A clear understanding about the specific kosher certification requirements should be established between the manufacturer or exporter and the importer during sale negotiations.

### **Section III. Marketing Channels**

#### **The Retail Market**

GAIN Report No. IS7022 provides details on the retail market. All the major supermarket chains and hotels must strictly adhere to the kosher requirements set out by Israel's Chief Rabbinate.

In the cities and some suburban areas, there has been a growing number of specialty stores, including delicatessens, liquor stores, and shops specializing in fancy baked goods, chocolates and sweets. Some delicatessens make an effort to stock a wide variety of imported products such as sauces, preserves, caviar and fish specialties, baked goods and snacks. In certain areas, some of these stores serve specific clientele who have emigrated to Israel from other countries, by offering branded foods from their country of origin: South African products in Raanana; Russian brands in Ashdod, Nazareth Elite and elsewhere; Far Eastern products in South Tel Aviv; and U.S. brands in certain neighborhoods of Jerusalem. In some cases, the storeowners import small quantities of specific products on their own or through specialist importers.

For supermarket sales and all retail marketing, the American producer must be aware of the strong competition in the market from domestic, European, and other suppliers. A wide variety of food products from around the world is available on Israeli supermarket shelves, and new products must fight for consumer acceptance to win shelf space and sales.

#### **The Hotel, Restaurant, and Institutional Market**

See detailed GAIN Report No. IS7003.

#### **Importers**

Importers offered several recommendations for introducing products into Israel:

1. Most importers seek a brand name that they can develop.
2. Importers want multi-year exclusivity on the brand name.
3. Promotion is essential for developing sales.
4. Exporters should share the costs of market development and product promotion.
5. Importers will show flexibility with a variety of cost sharing arrangements for promotion.
6. Depending on the product marketed, importers recommend trade public relations (articles in the media, reporters briefings), in-store promotions and general advertising for product introduction.
7. A few importers use formal taste testing and focus groups in choosing a product. This is particularly true for private label products.

### **Section IV. Sector by Sector – Prospects for U.S. Kosher Exporters**

#### **Frozen Beef**

Israel annually imports between 55,000 and 60,000 metric tons (MT) of frozen beef to supplement its domestic production of 40,000 MT. Frozen beef is imported primarily from

Argentina, Uruguay, Brazil and recently, Eastern Europe. Imports of frozen beef from all sources enter Israel duty free.

Currently, imports of U.S. beef and live cattle are still banned due to the findings of the few cases of BSE in the United States, despite the change of U.S. status by the World Animal Health (OIE). However, many traders believe that when imports are permitted, the United States could significantly increase its share of Israel's frozen beef market to 5,000 or more tons, if U.S. meat packers would dedicate one or more plants to the production of kosher beef according to the specifications of Israel's Chief Rabbinate.

### **Frozen Poultry**

Duty-free quotas exist under the ATAP for importation of approximately 600 MT each of frozen and processed poultry. However, the Israeli Veterinary Services have not approved yet any U.S. kosher poultry slaughterhouse.

### **Fresh, Frozen and Prepared Fish**

To be kosher, fish and other seafood must have fins and scales. It is relatively easy to obtain kosher certification for any fresh or frozen product, which complies with that specification.

Israel imports the majority of the fish and seafood it consumes. In 2006, annual imports for all products totaled \$113 million, with products from the United States comprising 30 percent of total imports. The leading items are Salmon with imports valued at \$1.55 million and fillets of other sea fish (\$0.55 million).

Although Israel's per capita fish consumption is low relative to other countries, it is growing. Under the U.S.-Israel 1996 ATAP, there is an annual duty-free quota for more than 5,000 MT of frozen salt-water fish. The quota is not utilized in recent years. The out-of-quota duty is 15 percent. Frozen filets of sea fish are duty free from all sources. Shifting to health food will increase imports in the medium term faster than the population growth rate. There is also a Tariff Rate Quota for sweet water fish, mainly trout, which the U.S. industry failed to fulfill despite the growing demand from Israeli fish importers.

There is potential for increased imports and new sales of other kosher prepared fish specialties from the United States. U.S. gefilte fish is imported duty free under a 240 MT TRQ, with the requirement that no carp is included in the product. Also, there is a good opportunity for high quality herring fish preparations.

### **Dried Fruits and Nuts**

Kosher certification for dried fruits and nuts (including tree nuts) is required due to the drying process, equipment, and any other ingredients used during processing. Unprocessed raw nuts present fewer problems.

### **Bakery Goods**

It is difficult to generalize with respect to kosher certification for the many products in this category. As the products and the raw materials used in the production process are so varied, it is important to consult with the potential importers and have them provide specific guidance on a product by product basis.

Breakfast cereal is a fast growing important category for U.S. suppliers, with \$6 million in imports out of a total \$40 million market. However, price competition with European



suppliers (often of the same brand product) makes this market very sensitive to exchange rates. The large volume-to-value ratio, which makes the long route from the United States relatively costly, reduces the competitiveness of the American product.

Other categories such as cookies and crackers can also offer opportunities to American manufacturers who are able to develop market awareness of their brands. Competition from Israeli producers and European imports is, however, vigorous. Noodle products, including pasta, have a market of about \$100 million annually in Israel. There are several brands of noodles and pasta on the U.S. market which already have kosher certification. These may not encounter serious difficulties in entering the kosher market in Israel. Manufacturers should consult with their agents or importers to ascertain what is required.

### **Sauces**

The kosher Meat and Poultry Imports Law would apply to soups and sauces, which contain meat or poultry products or extracts. Importation of such products without kosher certification from the Chief Rabbinate would be against the law. To be considered kosher, the meat or poultry component would have to come from an animal that had undergone kosher slaughter according to the Rabbinate of Israel. Some producers of products containing meat or meat extracts import meat obtained from Israeli-kosher slaughter, mainly from Latin American suppliers. At present, there is no U.S. slaughter facility approved by the Chief Rabbinate of Israel.

Imported goods make up over 25 percent of this market and most sauces from the United States are duty free. A number of popular U.S. brand names are found on local shelves, including Heinz, French's, Paul Newman, La Choy, Ken's, Hellmans, and several more.

### **Snacks**

Snacks, particularly savory snacks, are among the most highly competitive sectors in the food market. Requirements for obtaining kosher certification in this category are on a product-by-product basis, or at least determined based on groups of raw materials. Exporters interested in selling products as kosher should consult with potential importers or agents in Israel.

### **Wine**

Wine consumption in Israel grew from a low per capita base of 4-6 liters per year in the 90's to more than 8 liters in 2006. In the past most of the wine consumed was of low quality semi-sweet and sweet types used for sacramental purposes. Yet, consumption of red wine has tripled and the growth has been in quality wines. This demand has also induced significant plantings of quality red varieties. Wine imports have grown from less than half a million dollars to over \$12 million in less than a decade. There is room for quality kosher wine of U.S. origin. At present the United States accounts for \$1 million of the total market, making it the fourth largest supplier after Chile, France and Italy. As detailed above, kosher requirements for wine are particularly rigorous.

## **Section V. Tariffs, Taxes and other Regulations**

### **Tariffs and Fees**

Full information regarding fees applicable to food imports from the United States can be obtained from the Israel Customs Authority by completing the on-line request for information form at the following site: [www.mof.gov.il/customs/taarif\\_eng.htm](http://www.mof.gov.il/customs/taarif_eng.htm)

## Taxes

All imports, including those from the United States, are subject to value added tax (VAT) of 15.5 percent.

## Regulatory Issues

Imported products must conform to the standards set by one or more of the following official bodies: the Ministry of Health, Food Control Services, the Standards Institution of Israel, and in the Ministry of Agriculture, the Israel Veterinary Service and Animal Health and Plant Protection and Inspection Service. The Ministry of Industry and Trade or the Ministry of Agriculture gives import licenses for most products subject to TRQ's to Israeli resident importers.

## Licensing Procedures – TRQ

In the case of products for which there is a TRQ, the Ministry of Agriculture or the Ministry of Industry and Trade, issues an import license exempting the bearer from duty on the quantity indicated on the license. The list of U.S. products that are subject to TRQs can be obtained from the American Embassy – Tel Aviv at fax: 972-3-510-2565 or email: AGTELAVIV@USDA.GOV.

Importers wishing to bring in goods not subject to a TRQ are not required to obtain a license except for veterinary or phytosanitary purposes. This license will be issued by the Food Control Services of the Ministry of Health.

## Health Regulations

The Ministry has strict regulations for imported food products and thoroughly inspects each product entering the country. Authorization to import food products requires a battery of laboratory tests and compliance with packaging and labeling standards. See details in FAS Report IS4014.

For information on entry procedures and requirements for processed and packaged food, direct inquiries to:

Eng. Eli Gordon, Director  
Food Control Services  
Ministry of Health  
12-14 Ha'arba'a Street  
Tel Aviv, 61070, Israel  
Tel: 972-3-627 0115 Fax: 972-3-627 0126

## Standards

The Standards Institution of Israel (S.I.I.) and the Food Control Services stipulate specific requirements, which must be met by imported products. These standards include restrictions on labeling and packaging of food, as well as technical specifications with respect to chemical and physical attributes. For more details see FAS report IS4014.

For further information, interested firms should contact:

The Standard Institute of Israel  
42 Levanon Street

Tel Aviv 69977 Israel  
Tel: 972-3-646 5154 Fax: 972-3-642 6762

The Food Control Service  
Ministry of Health  
12-14 Ha'arba'a Street  
Tel Aviv 61070 Israel  
Tel: 972-3-627 0115 Fax: 972-3-627 0126

### **Phytosanitary Regulations**

Fruit and vegetables require a phytosanitary certificate. The Plant Protection and Inspection Service (PPIS) with the Ministry of Agriculture determines import conditions for fresh fruits and vegetables and regularly inspects grain and fodder shipments for aflatoxin, micotoxins and residues of pesticides and heavy metals prior to authorizing their discharge at the ports of entry. PPIS is now preparing new standards for growing and marketing of fresh fruits and vegetables in the local market. The new standards will imply on imported products as well. It is expected that the preparation of the standards and legislative process may last another 18 – 24 months.

For further information, contact:  
Mrs. Miriam Freund, Deputy Director  
Plant Protection and Inspection Service  
Ministry of Agriculture  
P.O. Box 78  
Bet Dagan 50250  
Tel: 972-3-968 1561 Fax: 972-3-968 1571  
Email: [miriamf@moag.gov.il](mailto:miriamf@moag.gov.il)

## Section VI. Annexes

## Annex 1. Total and U.S. Imports by HS Chapter – 2004-2006, \$ Thousand

Ch	Description	Total Imports \$1000			Imports from US \$1000			US Share %		
		2004	2005	2006	2004	2005	2006	2004	2005	2006
01	Live Animals	21,621	37,139	65,642	1,559	1,285	1,383	2.1	3.4	2.1
02	Meat & edible meat offal	156,779	148,459	219,221	164	5	61	-	-	-
03	Fish, crustaceans & mollusks	103,198	113,663	112,629	3,397	3,060	3,514	3.2	2.6	3.1
04	Dairy produce: eggs, natural honey, edible products of animal origin	31,699	36,603	38,057	6,528	8,226	8,877	20.6	22.4	23.3
05	Products of animal origin nesoi	2,919	3,739	5,119	298	352	366	10.2	9.4	7.1
06	Live trees & other plants, bulbs roots, & garden plants	9,995	11,026	10,645	25	25	28	0.2	0.2	0.2
07	Edible vegetables, roots & tubers	42,638	43,722	52,511	3,457	3,457	5,157	8.1	7.2	7.4
08	Edible fruits & nuts; peel of melons & other citrus fruit	92,719	112,354	117,530	42,399	53,461	65,081	45.7	47.5	55.3
09	Coffee, tea, mate & spices	49,810	58,542	63,118	2,986	3,447	2,105	5.9	5.8	3.3
10	Cereals	566,095	449,015	513,424	189,295	92,815	92,716	33.4	20.6	18.0
11	Products of the milling industry; malt & starches;	41,641	40,236	44,858	12,373	7,547	12,040	29.7	18.7	26.8

	inulin; wheat gluten									
12	Oil seeds, grains fruits, industrial & medical plants, straw & fodder	280,737	249,603	237,365	58,944	44,328	51,077	20.9	17.7	21.5
13	Tree gum; resins, other vegetable saps & extracts	18,307	18,559	27,200	1,671	1,507	2,376	9.1	8.1	8.7
ch	Description	Total Imports \$1000			Imports from US \$1000			US Share %		
		2004	2005	2006	2004	2005	2006	2004	2005	2006
14	Vegetable plaiting materials; vegetable products n.e.c.	7,830	9,259	5,880	4,101	2,637	5	52.3	28.4	-
15	Animal or vegetable fats & oils; animal or vegetable waxes	64,620	73,679	79,956	5,723	3,468	2,868	8.8	4.7	3.5
16	Preparation of meat, fish or other aquatic invertebrates	38,839	43,888	43,959	5,816	4,550	4,134	14.9	10.3	9.4
17	Sugar & sugar confectionery	163,823	175,041	252,201	4,514	2,789	1,816	2.7	1.5	0.7
18	Cocoa & cocoa preparations	77,240	80,835	75,194	590	1,376	978	0.7	1.7	1.3
19	Preparations of cereals, flour starch or milk; pastry products	94,457	101,192	112,448	11,865	12,864	12,651	12.5	12.7	11.2
20	Preparations of veg, fruits, nuts and other plants	135,029	131,985	132,901	17,425	15,343	8,755	12.9	11.6	6.5
21	Misc. edible preparations	202,469	213,110	223,246	84,306	58,598	46,419	41.6	27.4	20.7
22	Alcoholic beverages and vinegar	96,426	103,947	119,702	4,876	3,646	4,833	5.0	3.5	4.0
23	Residues and	127,895	126,358	116,971	41,854	27,607	29,621	32.7	21.8	25.3

	waste from food industries prepared animal fodder									
24	Tobacco and tobacco substitutes	122,686	122,244	123,775	97,244	29,872	19,922	79.2	24.4	16.0
<b>Total Food &amp; Agriculture</b>		2,488,131	2,504,198	2,793,612	601,450	381,965	375,552	24.1	15.2	13.4

Source: Central Bureau of Statistics, Foreign Trade Annuals, 2002 - 2006.

## Annex 2. Average Retail Prices of Selected Foods - NS/Unit including VAT

Product	Quantity	Price - NS	
		Dec 2004	July 2007
		\$1 = NS 4.46	\$1 = NS 4.25
Bread, cereals and bakery products			
White bread	750 gr	3.25	3.84
Petit-Beurre biscuits	250 gr	5.71	5.97
White wheat flour	1 Kg	2.89	3.23
Noodles	400 gr	3.13	4.89
Macaroni, Spaghetti	500 gr	6.18	6.34
Brown rice (packed)	1 Kg	7.68	7.74
Fats & Margarine			
Soybean oil (in plastic bottle)	1,000 cu	6.42	8.49
Margarine (packed)	250 gr	2.80	6.64
Meat Poultry and Fish			
Beef ribs, fresh	1 Kg	44.29	59.35
Beef steak – shoulder, fresh	1 Kg	54.78	73.42
Beef ribs, frozen	1 Kg	20.95	27.49
Beef liver, frozen	1 Kg	15.40	16.29
Chicken breast	1 Kg	25.90	26.73
Tuna fish (canned)	170 gr	5.21	5.15
Milk & Dairy Products			
Butter, unsalted, locally produced	100 gr	2.67	2.78
Cured cheese, from cows milk	100 gr	4.12	4.18
Miscellaneous Food Products			
Tea bags (1 gram)	100 bags	17.13	17.81
Instant coffee	200 gr	21.79	24.73
Cocoa powder	150 gr	6.94	7.10
Beverages			
Beer, regular	330 gr	4.91	5.35
Carbonated drinks in plastic bottle	1.5 liter	5.55	6.03
Citrus beverages, pasteurized	2 liters	3.88	5.97
White sugar	1 Kg	2.45	4.00
Jam	About 900 gr	10.34	11.58
Fruit confitures	330 gr	9.88	11.26
Toffee candies (packed)	200 gr	5.56	6.80
Milk chocolate bar	100 gr	5.02	4.69
Canned Fruit and Vegetables			
Garden peas, canned	335 gr	5.24	5.66
Tomato paste	100 gr	1.85	1.95

Source: Central Bureau of Statistics, Price Statistics, Monthly, 07/2007.

### **Annex 3. Useful Email Addresses and Websites**

#### **Importers of Kashrut mehuderet product**

Shaked Tevel Ltd.

[1shaked@aquanet.co.il](mailto:1shaked@aquanet.co.il)

Paul Wimpfheimer

[paulw@netvision.net.il](mailto:paulw@netvision.net.il)

#### **Office of Agricultural Affairs, U.S. Embassy Tel Aviv**

[Agtelaviv@usda.gov](mailto:Agtelaviv@usda.gov)

#### **The Israeli Federation of Chambers of Commerce**

[chamber@tlv-chamber.org.il](mailto:chamber@tlv-chamber.org.il)

#### **Israel Customs Authority**

Customs Tariff Inquiries

[www.mof.gov.il/preruling](http://www.mof.gov.il/preruling)

#### **Standards Institute of Israel**

[www.sii.org.il](http://www.sii.org.il)

#### **Ministry of Agriculture**

Plant Protection & Inspection Service

Miriam Freund

Deputy Director

[miriamf@moag.gov.il](mailto:miriamf@moag.gov.il)

Meir Mizrachi

Director, Plant Quarantine

[meirm@moag.gov.il](mailto:meirm@moag.gov.il)

#### **Israel Veterinary Services**

Dr. Ronnie Ozari

Chief Import/Export Veterinary Officer

[roni@moag.gov.il](mailto:roni@moag.gov.il)